

Click It Or Ticket Campaign

May 23-June 5, 2016



Sample Talking Points

General Campaign Information

- Police departments, sheriff's offices, and the Michigan State Police will conduct stepped up seat belt enforcement May 23-June 5.
- The annual *Click It or Ticket* campaign is Michigan's ongoing enforcement and education effort to reduce traffic deaths and serious injuries by increasing seat belt use.
- Seat belt use in Michigan has fallen in the last 10 years from a high of 98 percent in 2009 to 93 percent last year.
 - The national seat belt use rate in 2015 was 88.5 percent.
- Buckling up can reduce the risk of serious injury or death by 45 percent.
- Eight people died in traffic crashes during the 2015 Memorial Day holiday period. This is a significant decrease from the 20 fatalities during the 2014 Memorial Day holiday period.
- The Michigan Office of Highway Safety Planning (OHSP) is coordinating the effort which is supported by federal traffic safety funds. The money cannot be used for other programs.

Seat Belt Enforcement

- The mobilization is about saving lives, not just writing tickets, which is why we publicize the enforcement effort.
- For many drivers the threat of a ticket has proven to be a greater incentive to buckle up than the risk of death or life-altering injury.
- Michigan has a primary enforcement law which allows officers to stop motorists who are not buckled up. The fine and associated costs for unbuckled adults is \$65.
- Michigan law requires drivers, front seat passengers, and passengers 15 and younger in any seating position to be buckled up. Children must be in a car seat or booster seat until they are 8 years old or 4'9" tall, and children 4 years old and under must be in the back seat.

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- This year's enforcement will include a mix of patrols and seat belt enforcement zones.
- Seat belt enforcement zones are clearly marked with large road signs.
 - The zone involves law enforcement officers serving as spotters on the lookout for unbuckled motorists. The information is provided to other officers in the zone who pull over the motorists and issue a citation.
 - Seat belt enforcement zones can also help identify drunk drivers and those with suspended and revoked licenses, felons, and fugitives.